

FIGS. **1** and **2** show two views of advertising sign **10**, comprising a hollow, rigid and translucent unitary molded plastic advertising member **102** of substantially triangular cross section lateral to the elongated direction. This unitary construction significantly reduces the intrusion of water, which is detrimental to the illumination system. Advertising member **102** possesses two triangular end faces **108**, a base **107** formed from a unitary and generally rectangular sheet of plastic material, and two elongated, substantially rectangular side surfaces **106** which are somewhat curved to improve aerodynamic characteristics, and to which side and end surfaces advertising messages may be affixed. The molded advertising member **102** also contains four integrally molded feet **110** each of which extends below the plane of the remaining central portion of the base **107**, each molded foot **110** at a corresponding corner of the base **107**. All edges of the molded advertising member are closed and rounded to improve aerodynamic and moisture resistance properties.

Column 2, line 57 - Column 3, line 9:

FIG. 1A illustrates a coated magnet assembly **126** removably affixed within a similarly-shaped, indented recess or receptacle **112** in each foot **110** via screw **128**, which possesses a beveled head **132** and is threaded into metal sleeve **114**. The sleeve **114** is set into a molded extension **113** through the base **107** and into the internal cavity of the advertising member **102**. A flexible sleeve **130** is interposed between each magnet **126** and recess **112**; beveled head **132** and flexible sleeve **130** permit a nonrigid attachment of magnet assembly **126** in the corresponding recess or receptacle **112**, thus permitting the magnet assembly **126** to pivot slightly as needed

to adjust for curvature of the vehicle's roof. Each magnet assembly **126** is coated with a scratch-resisting plastic material which extends across the bottom and over the edge of the assembly and is chosen to prevent both scratching of the vehicle's metallic surface and exposure of the metallic stand-off housing **134** (described below). A suitable scratch-resistant coating material is Plascoat PPA **571** manufactured by Plastronics, Inc. A screw hole **127** in the coated magnet assembly **126** is recessed so that the head of screw **128** will not contact the roof of the vehicle.

Column 3, lines 33-45:

The advertising sign **10** is removably affixed to a metallic vehicle roof **180** in such a way that the advertising sign may be read from all directions, as shown in FIG. 3. This is accomplished by placing the long axis of advertising sign **10** on the roof **180** parallel to the windshield of the vehicle. In this configuration, the slight curvature of the forward-facing side **106** substantially reduces wind resistance, and thus, the likelihood that the sign **10** will be blown from the automobile at elevated speeds. One skilled in the art will appreciate that resistance to wind is also reduced because each receptacle **112** is formed by the extension of the adjacent side **106** and the adjacent end **108** below the remaining central portion of the base **107** so as to surround the corresponding magnet assembly **126**. The dimension of the feet **110** insures that the curvature of the roof does not prevent the magnets from engaging the roof **180**. Alternately, the sign **10** may be placed longitudinally along the roof **180**.

Column 3, lines 10-18:

Magnet assembly **126** preferably comprises a coated non-magnetic metal housing **134** with lip **136**, which extends slightly beyond a corresponding magnet **138** to permit easier removal of advertising member **102** from the vehicle roof; that is, to define a space between the coated face of the magnet **138** and the roof, so that the force of the magnet may more easily be decoupled from the metal of the roof. As noted by the dotted lines in FIG. 1A, the magnet assembly **126** extends slightly below the bottom level of the foot **110**.

In the Drawing:

Subject to the approval of the Examiner, Attachment A enclosed herewith is a proposed amendment in red ink to Figure 1A to show numeral **114** as mentioned in column 2, lines 60 and 61.

Consistent with the Examiner's remarks at page 3 of the Office Action, Applicant withdraws the proposed correction to Figure 1A filed with the amendment of July 14, 2003.

In The Claims:

Please amend the Claims as follows:

1. (Original) An advertising sign for removably mounting onto a metal panel of a motor vehicle, comprising:

an advertising member having a base, ends and sides formed together into a completely enclosed hollow body, the base including plural magnet receptacles with a magnet fastened in each receptacle;